

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Jamestown Associates**  
**5 Mapleton Road, Suite 300**  
**Princeton, NJ 08540**  
**USA**

<u>Contract / Revision</u> 485717 /		<u>Alt Order #</u> 06236643
<u>Product</u> REPUBLIC JEWISH COALIT		
<u>Contract Dates</u> 09/17/12 - 10/21/12		<u>Estimate #</u>
<u>Advertiser</u> Republican Jewish Coalition		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																								
N 34	KVVU	10/07/12	10/21/12	Fox News Sunday 8-9a	8-9a		:30			NM	2	\$650.00																								
<table><tr><th></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>-----1</td><td>1</td><td>\$325.00</td></tr><tr><td>Week:</td><td>10/08/12</td><td>10/14/12</td><td>-----1</td><td>1</td><td>\$325.00</td></tr><tr><td>Week:</td><td>10/15/12</td><td>10/21/12</td><td>-----1</td><td>1</td><td>\$325.00</td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	10/01/12	10/07/12	-----1	1	\$325.00	Week:	10/08/12	10/14/12	-----1	1	\$325.00	Week:	10/15/12	10/21/12	-----1	1	\$325.00
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Credited																																				
Totals												217	\$105,170.00																							

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	146	\$64,930.00	\$55,190.50
10/01/12 - 10/21/12	71	\$40,240.00	\$34,204.00
<b>Totals</b>	<b>217</b>	<b>\$105,170.00</b>	<b>\$89,394.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6236643 TRF# 485717 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 6: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT19/12 11.34  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/REP. JEWISH COALITION REP. # OFF. # 762 SALESMAN #  
 AGY # AGY. NAME JAMESTOWN ASSOCIATES BUYER NAME LAURA LANCASTER

5 MAPLETON ROAD, SUITE 300 SALES PRSN PH- TERESA DIFURIA  
 PRINCETON, NJ 08540

ORDER # CONTRACT # 6236643 CLASS: NATL. LOCAL REGIONAL

PRDCT REPUB JEWISH COALIT EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 OCT21/12 WK-5

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT19/12 11.34

REP: TO ROSE  
 FR NIKKI  
 CREDITED M18  
 NEW TOTAL \$105170 (-325)  
 PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM REPUBLICAN JEWISH COALITION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

111	E		800A-900A	30		\$325.00	10/7	10/14	1		SUN	2
111	E		800A-900A	30		\$325.00	10/21	10/21	0		SUN	0

PROGRAM : NEWS  
 RA35-64 : 0.8  
 ORD COM1: REBOOKED 10/1-10/21  
 CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT21  
 STATION MAKEGOOD OFFERS:  
 M18 OK'D BUY#111 MISSED: SUN/800A-900A OCT21 30S \$325.00 (OCT19/12)  
 OFFER: NONE  
 CMT: SPOT N/A DUE TO RATE. MG OFFER 2 SPOTS IN MATINEE MOVIE. NOT PRE-  
 CMT: BOOKED PLS APPROVE.

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\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

SEP/12	64930.00		OCT/12	40240.00								
CONTRACT TOTAL 105170.00												
TOTAL SPOTS 217												

MARKET TOTALS \$990,305 KVVU 18% KSNV 31% KLAS 18% KTNV 22% KVMY 7% KVCW 4% CABL 0% KTUD 0%

SVC- NSI  
DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE